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"It's Not
A Farm Home
Without Fruit"

Herein Some
Facts and Figures
Which Will Surprise
You ——— And
Incidentally Indicate
Where More Dollars Grow



It's Not a Farm Home Without Fruit



It's Not a Farm Home Without Fruit

When we recall the old days back on the farm, what is it that stands out most vividly in our memory?

First, perhaps, might come the "old swimming hole" which James Whitcomb Riley, the beloved, immortalized in his poem.

But after that would come, with most of us I am sure, the hours we spent in the shade of the old apple tree. Not only because the apple orchard was the best place on the farm to play in, but because the old farm produced nothing that could be eaten that was quite so delicious as its fruit—sometimes sweeter, it must be confessed, because it was stolen!

But even when we did not have to "hook" them, they were good—apple pies, apple dumplings, baked apples, with yellow Jersey cream; and, during the winter months, the old apple barrel down

in the cellar, which as it got toward the bottom, you had to stand on your head to rifle, and be darn careful not to tear your shirt or pants in the process! And then, way late in the spring, the last long cherished russets..... It certainly does make a fellow's mouth water to think of all the kinds of good eats that used to come out of that old apple orchard.

Of course apples, weren't the only thing; pears, peaches, cherries, plums—not only right off the trees, but all through the winter months, from the jars and jars and jars that used to line the cellar shelves. No wonder our city cousins used to like to get back out to the old farm every chance they could.



The "specialized farming" crank got some of us off the track for a while; but the facts shows that diversified farming pays best

Where Has the Fruit Gone?

With all these good things to be had, why is it that not as many farms have as many kinds of fruits as they used to?

Well, there are several reasons, but the two biggest are probably these:—First, because a number of new insects and diseases, which we didn't use to have in the good old days, put in their appearance and destroyed a great many of the old trees, and made it more difficult to grow new ones to replace them.

Secondly, for a while we kind of went crazy over "specialized" farming—got the idea that if we could only grow enough of one thing, we could buy everything else in the world we needed.

But those two reasons no longer hold good. With the new methods of control which have been worked out, and modern equipment, it is easy to protect (either a few trees for home use, or a big commercial orchard), and with the healthier, finer varieties which we have, it is now possible to grow **finer fruit than has ever been grown before in the world.**

In the second place, experience has proved, as shown by countless government investigations, that in ninety-nine cases out of a hundred, well-balanced diversified farming is more profitable than over-specialized farming. Many "dirt" farmers have found that out, to their own bitter experience, after trying to follow the advice of the theorist who preached specialization.



*Find a farm where plenty of
good fruit is grown and you
find a prosperous farm family
Try it and see!*

Every Farm Should Grow Plenty of Fruit for Home Use

Your Uncle Sam has made very exhaustive studies of farm profits.

The results of his investigations, in all sections of the country, prove beyond any question that profit shown by the individual farm depends largely on how much is grown for home consumption.

In other words, the farmer, as government figures have proved, is his own best customer up to the extent of what his own family can use. If you stop to think a minute, the reason for this is plain. That reason is, that we farmers sell at wholesale and buy at retail.

Despite this obvious fact, not one farm in fifty grows all the fruit that it could grow, profitably, for home use. In many talks, and in handling the horticultural correspondence for one of the biggest national farm papers, we have asked scores of farmers the reason for this, in their own particular case. Nine times out of ten, the only reason was, that "they never got around to ordering the trees." The tree fruits mentioned above may all be grown profitably for home use in practically every section of the country. The varieties which it is best to plant may differ somewhat according to whether you may live north or south, east or west; but there are varieties well adapted to the different sections of the country which your favorite nurseryman, or your state experiment station for that matter, or your local county agent, will be glad to tell you about.

In addition to the tree fruits, there is every reason for having also plenty of the small fruits. Grapes and currants, blackberries, raspberries, and strawberries, certainly. And it is very little trouble to complete the list by adding dewberries, mulberries, gooseberries and a quince

tree or two, so as to have the whole range of fruits for table, and for cellar shelves.

These things will make a difference of many times the small cost of the plants, in your annual winter store bill. They will bring health to the entire family, as any doctor will tell you.

But more than that, any surplus you may have will find ready sale in your local market, or at the roadside automobile stand. Fresh, clean, firm berries and fruits, always sell in preference to the bruised and under or over-ripe stuff, that is generally brought from a distance.

The few dollars required for a good list of small fruits will come back to you many times over—year after year.

Some Astonishing Fruit Figures

Now all the facts given above apply to almost every farm anywhere in the country, but in addition to that, there are some fruit facts and figures which are true right now, which are going to mean fortunes for some wide-awake farmers.



*Don't take our word for it—
study the figures of the last cen-
sus report*

I never believe in extravagant statements, and I have spent to much of my life in, and connected with, the farming game to talk about any gold mines in the soil where you have to get the gold out with a hoe or a cultivator. But neverthe-

less, the government survey of the fruit industry shows some hard, cold, figures that cannot be ignored—at least that **will** not be ignored—by the wide-awake farmer who wants to assure himself a good income from his farm, **especially for the future.**

There has never been a time in the United States when there has been such a great opportunity in the growing of fruit as exists today. The following figures from the official census for 1920, published by the Department of Agriculture, speak for themselves.

	1910	1920
Apple trees in bearing . . .	151,322,840	115,265,029
Peach trees in bearing . . .	94,506,647	65,654,921

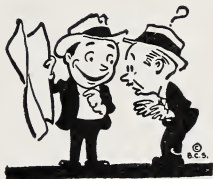
That is a **DECREASE** in bearing apple trees of 24%; and a **DECREASE** in bearing Peach trees of 30%.

Big Decrease Also in Trees that Haven't Reached Bearing Age

The above figures are startling enough in themselves, but even more remarkable—and of even greater importance from the point of view of the man who is thinking of setting out fruit,—are the figures concerning the number of **young** trees in the country. These are the trees which have not yet reached bearing age, and upon which depend any possible increase in the fruit crops for the coming five to ten years.

The fact that there is no possibility that the decline in old trees will be made up by the young trees now coming on is shown by the following figures, also taken from the last census.

	1910	1920
Apple trees not yet in bearing...	65,791,848	36,171,604
Peach trees not yet in bearing...	42,266,243	21,623,657
In other words, a DECREASE in non- bearing Apple trees of 40%, and a DE- CREASE in non-bearing Peach trees of 49%.		



*The more you look into it, the
better fruit looks as compared to
general farm crops alone. Good
orchards frequently bring \$1000
to \$1500 per acre per year*

So You See Why Fruit Offers the Greatest Opportunity

There are several reasons why this decrease has taken place. Literally thousands of old orchards, whose owners did not properly protect them when the newer insects and diseases came along, have gone out of existence. Furthermore, the marketing of fruits up to a few years ago was not nearly so thoroughly organized as it is today, and in many sections where there were big plantings, the facilities for distribution did not keep up with the production, and orchardists became discouraged and quit. With modern methods, a big crop in any section can be distributed readily over the entire country, so that this great danger has been to a large extent removed.

Young trees have not been planted rapidly enough to replace the old ones, largely because of the scarcity of farm labor, and also the scarcity of fruit trees themselves, during the war and the period immediately following.

The consumption of fruit in the United States is increasing steadily and all signs indicate that it will continue to do so.

A man who plants fruit today, in addition to all the considerations mentioned above, has another tremendous advantage to look forward to. That is because through the organization of co-operative marketing associations, and especially the Federated Fruit and Vegetable Growers, which is backed up and controlled by the American Farm Bureau Federation, the grower will be able to market his crops to much better advantage than was ever possible in the past. He will receive for his crops a bigger percentage of what the consumer pays; and, in addition to that, the possibility of nation-wide distribution of the crop from any particular section, means that there will be no more such ruinous local gluts as were experienced by growers in the past.

These conditions will help not only the big commercial grower, but they will also benefit almost equally the smaller grower who sells in a local market.

The Cash Investment Needed Is Surprisingly Small

There is probably no other farm investment that can be made, where so big a future return can be reasonably counted upon, as the original investment required for an orchard.

The farmer who already has his equip-



*One of the best things about it
is, that so little CASH is needed
to start; for you already have
the land and most of the tools
needed*

ment of teams, plows, harrows, and so forth, need lay out very little actual cash to start a good sized orchard.

Peach trees, with good care, can yield a crop that will bring in some cash the third year,—and apples, according to varieties and conditions, require five to nine years. The fact that returns are not more immediate is an advantage rather than a draw-back, because if a crop could be obtained from a new planting the first or second season, too many people would rush into fruit. It is the long-headed practical farmer who is so situated that he can afford to wait a few years and get big returns from his investment who should plant fruit—and who will make money doing it.

How the Young Orchard Helps Pay Its Own Way

In addition to the small cash outlay required to start an orchard, there is the possibility of making it pay its own way from the start by growing other crops between the trees.

This is the best plan to follow because it means—if the crops grown are cared for as they should be—the best kind of culture for the orchard during the first few years of growth, so as to make strong sturdy trees for big crops in the future.

Two kinds of crops may be grown—the “extensive” type which requires little hand labor, and the “intensive,” which requires considerable hand work.

Which of these two types will pay best will depend on local conditions, both as to market and labor supply.

Among the extensive crops may be mentioned pumpkins, squash, melons and cucumbers. These require the least hand work. Then there are peas, beans and early potatoes, which can be grown largely by horse cultivation, but will require some additional help for harvesting. Where the season is fairly long, any one of these crops may be followed by late planted rutabagas or turnips, for winter, thus giving two crops from the ground in a single season. This combination is particularly profitable and good for the orchard, because the young trees will have the ground pretty much to themselves after the early crops are harvested, and before the turnips or rutabagas make much growth. Field corn is not a good crop to grow between the young trees, because it interferes too much with their growth; draws heavily on the soil; and will require too much moisture just at a period of the season when the young trees need it. Extra early sweet corn may be grown, particularly Golden Bantam, a very dwarf growing variety, which brings the top market prices in most sections.

When help is available to take care of them, some of the market garden crops, such as strawberries, spinach and early cabbage or beets, may be grown to advantage.

Of course, in growing any of these things, it is essential to use manure or fertilizer enough to produce both a good



And while the young orchard is growing, crops planted between the trees may be made to pay for the use of the land, and the cost of cultivating

crop of vegetables, and to leave plenty of nourishment for the fruit trees.

From this you can see that the wide-awake farmer will not have to "lose" the use of his ground for even one year while he is waiting for his orchard to come on. And in this connection, it may be well to call attention to the fact that trees that are well cared for from the start will come into bearing at an early age; peach trees three to four years after planting, and apples about twice as long, although some of the new varieties, such as Yellow Transparent and Jonathan, often bear a considerable crop within three or four years after planting. (Of course only the best trees procurable should be planted. Good, strong trees are worth three times the price of second grade ones, and usually cost but little more).

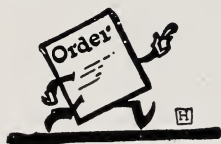
The Importance of Starting Now

The conditions outlined above are already stimulating a great increase in the setting out of fruit. The cream of the tremendous market which is going to exist a few years from now will naturally go to those who act immediately and have their fruit coming on before the

harvest from the big orchards which are bound to be planted during the next few years.

General farm conditions look good. There is more labor available than there has been for many years. Fertilizers, spray materials and so forth are getting "back to normal." In a word, all conditions are going to favor the practical farmer who can see that a reasonable sized orchard is going to be a splendid investment for the future, and who is wide awake enough to say to himself:

**I AM
GOING TO PLANT NOW!**



*The only way to get started is
TO START. Let this little guy
put you on the road to greater
prosperity!*

THOS. ROGERS & SONS
Winfield, Kansas

ISSUED BY

NATIONAL PLANTING SERVICE
TO MAKE
MORE FRUITFUL AMERICA MORE BEAUTIFUL

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National Planting Service